

**PENGARUH *ADVERTISING REPETITION*, *CELEBRITY ENDORSER*
DAN *PERCEIVED QUALITY* TERHADAP KEPUTUSAN PEMBELIAN
(STUDI KASUS PADA PRODUK POCARI SWEAT)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Advertising Repetition*, *Celebrity Endorser* dan *Perceived Quality* terhadap Keputusan Pembelian pada produk minuman isotonik Pocari Sweat. Pengujian dalam penelitian ini dilakukan menggunakan model regresi berganda dengan jumlah sampel sebesar 100 responden mahasiswa dengan rentang usia 17-25 tahun dan dari empat universitas di Jakarta Selatan. Adapun hasil dari pengujian Regresi Linear Berganda didapatkan bahwa *Advertising Repetition*, *Celebrity Endorser* dan *Perceived Quality* memiliki pengaruh sebesar 65,9% terhadap Keputusan Pembelian produk Pocari Sweat.

Kata kunci: *Advertising Repetition*, *Celebrity Endorser*, *Perceived Quality*,
Keputusan Pembelian, Pocari Sweat

***THE EFFECT OF ADVERTISING REPETITION, CELEBRITY ENDORSER
AND PERCEIVED QUALITY TO PURCHASE DECISION (CASE STUDY
ON POCARI SWEAT PRODUCT)***

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ABSTRACT

The purpose of this research is to analyze the impact of Advertising Repetition, Celebrity Endorser and Perceived Quality influence on Purchase Decision (case study in Pocari Sweat product). Regression analysis was applied to find out the impact of three independent variables on dependent variables with total sample about 100 college respondent age between 17-25 years old from four university in South Jakarta. Result of this study shows that all the three independent variables Advertising Repetition, Celebrity Endorser and Perceived Quality has significant impact on Purchase Decision. These three variables are about 65,9% influence the dependent variable Purchase Decision in Pocari Sweat product.

*Keyword: Advertising Repetition, Celebrity Endorser, Perceived Quality,
Purchase Decision, Pocari Sweat*